

Ministry of Education Oman

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Ministry of Education Oman

Ministry of Education, Oman — A National Curriculum, One Scan Deep

Oman has embedded QR codes into the printed textbooks of an entire national school system — the largest-scale education deployment on the QRStuff platform, and a working model for what “curriculum as infrastructure” looks like.

AT A GLANCE	
Industry	Government — national education
Country	Oman
Platform since	2019
QR codes created	~2,632 (dynamic; concentrated on the ministry’s education-technology portal)
2025 scans	~1,540,000 across full-year 2025 (365 active days); peak September (~251,000)
Primary use case	National textbook-to-digital curriculum bridge
Content type mix	Mostly Dynamic URL, with PDF and YouTube codes; destinations concentrated on official ‘.gov.om’ portals

The context

Under Oman Vision 2040, the Sultanate’s long-term development strategy, the Ministry of Education is running one of the region’s most systematic education-modernisation programmes. Its Curriculum Digitisation Project — delivered with BP Oman — is converting Grades 1–12 textbooks into interactive digital content, and government communications are explicit about the mechanism: “QR codes in

textbooks now link learners directly to updated digital resources, interactive books and educational videos available through the Educational Portal.”

The surrounding infrastructure is substantial. The Noor Educational Platform, the national digital-learning environment, reached 578 schools in its first two phases (2024–2025) with 96% teacher access, and is expanding to 730 schools across all eleven governorates in 2025–2026 on the way to full national coverage. More than 1,100 digital resources — e-books, interactive activities, films — have been produced by central ministry teams and local directorates. Oman ranks twelfth in QRStuff's 30-day global scan census with 2.0% of all geolocated scans — remarkable for a country of around five million people, and largely attributable to scanning embedded in daily school life.

The printed textbook remains the backbone of the Omani classroom. The ministry's design choice was not to replace it but to wire it: every relevant page carrying a code that resolves to the current version of the matching digital resource.

The QR strategy

Platform data shows one of QRStuff's longest-running large education accounts — active since 2019, predating both Noor and the pandemic-era QR surge. The estate is concentrated with the discipline you'd expect of national infrastructure: roughly 2,600 codes route to the ministry's education-technology portal (ict.moe.gov.om), with further clusters on the ministry's main portal, digital library, and learning-management system — all official [.gov.om](https://gov.om) properties. Around that governed core sits a pragmatic layer of mainstream learning destinations at the category level: YouTube for video, Google Drive and Sites for documents, Power BI for dashboards, Wordwall for interactive practice, and Google Forms for data collection.

Two inferences follow from this shape, both noted as such. First, the [.gov.om](https://gov.om) concentration indicates a centrally governed, ministry-run programme rather than teacher-by-teacher improvisation — the destination standard is the policy. Second, the choice of dynamic codes is what makes a national print run survivable: textbooks are printed in annual cycles and used for years, while digital resources are updated continuously. Dynamic routing means the ministry can revise the digital library without invalidating a single printed book — the only economical way to run QR at the scale of a national curriculum.

The numbers

More than 1.5 million scans in 2025 from fewer than 2,700 codes. Every single day of the year recorded activity — a national school system in continuous operation, not a campaign.

- **Scale within the platform:** this account ranks in QRStuff's top 10 by scan volume out of 12,751 active clients in 2025 (the top 10 together carry 23.7% of platform scans). It's the largest government deployment in the cohort.
- **Against the benchmark:** the platform-median ever-scanned Dynamic URL code earns 7 first-year scans; the top decile threshold is 120. An estate of roughly 2,600 codes sustaining more than 1.5 million annual scans implies per-code performance an order of magnitude beyond the platform's top 10%.
- **Seasonal signature:** the data is calendar-shaped in exactly the way a school system would predict. June and July see sharp drops (summer vacation: June recorded 40,000 scans; July just 7,000). The year restarts dramatically in September — back-to-school at full force — with September 2025 recording 251,000 scans, the annual peak. That structural seasonal pattern is

the cleanest possible confirmation that the scans represent real classroom use.

- **Longevity:** active since 2019, this account has outlived multiple curriculum cycles. The platform half-life for a registered user's 2024-cohort dynamic code is 13 months; a six-year-old estate still ranking top-10 by volume in 2025 is the long tail of the long tail.

What this tells the industry

Education ministries are usually cited as laggards in digital adoption. Oman's data tells the opposite story: a government that treated QR not as a campaign tool but as **national infrastructure** — procured centrally, governed by destination policy, and durable across political and curriculum cycles. The fact that the account predates COVID-19 matters; this was a deliberate architecture decision, not a pandemic improvisation that stuck.

For enterprise readers, the takeaway is about what makes QR estates survive at scale: a single owning team, an official destination standard, dynamic routing as the default, and the printed artefact treated as a stable interface rather than a disposable medium. Any organisation distributing long-lived print — manuals, compliance documents, packaging — is solving a smaller version of the problem Oman solved for an entire school system.

PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"A textbook is printed once, but knowledge doesn't stand still. QR codes let us keep every page in every classroom connected to the most current version of the curriculum — without reprinting a single book."

— [Title], Ministry of Education, Sultanate of Oman

Looking ahead

As the Noor platform reaches full national coverage, the scan becomes the natural junction between the physical textbook and a personalised learning record — the same printed page resolving to grade-appropriate or even student-appropriate content. Regionally, Oman's model is already the reference point for Gulf education-digitisation programmes under way; globally, it demonstrates that the most demanding QR governance environment of all — a sovereign curriculum — can run on dynamic codes at seven-figure annual volume.

Platform figures are QRStuff internal measurements (scans: full-year 2025 window; code count from qrcode table; benchmarks: registered-account cohort, dynamic codes created 2024 H1). Programme background is from public sources (Oman Observer, fm.gov.om, ministry communications); figures such as "1,100+ digital resources" and school counts are from press, not QRStuff data. Student/school reach is not measured by QRStuff. Destination reporting is at domain/category level only.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Ministry of Education Oman** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

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